

IN THE CLAIMS:

Please cancel claims 7-24 without prejudice or disclaimer, amend claims 1-6, and add new claims 25-32 as follows:

1. (Currently Amended) A customer information control system comprising:
- one or a plurality of image pick-up elements installed in a store or a facility of the hospitality industry for unnoticeably taking at least one of photograph of the faces or/and the parts of the bodies or/and the whole image or/and the frames of a plurality facial, partial body and whole body images of customers every time the customers come to the store or the facility, and a subsystem for encoding [[the]] said image information of these image pick-up elements and transmitting the encoded information image to an image a server via a wired [[or/and]] and/or wireless network line;
- [[an]] at least one input terminal for inputting peculiar customer personal information about the customers, such as birthday or the like of the customers; and
- a subsystem for encoding the input customer personal information and transmitting the encoded information to [[a data]] the server via a wired [[or/and]] and/or wireless network line[[:]],
- wherein a photograph of a specific customer said image is [[taken]] compared against existing images by the server to identify whether the customers visited the store or the facility before or to verify identities of the customers the image with said image server or/and data server, to thereby so as to retrieve output the customer personal information of said specific the customers thereby allowing discussion on preferences of the customers in person during reception.
2. (Currently Amended) A customer information control system according to claim 1, wherein voice information of said customers is included in the peculiar information server to said customer.

3. (Currently Amended) A customer information control system according to claim 1, wherein comprising:

~~one or a plurality of image pick up elements for taking photograph of faces or/and parts of the bodies or/and the whole image or/and the frames of a plurality of customers, and a system for encoding the image information of the image pick up elements and transmitting the encoded information to an image server via a wired or/and wireless network line;~~


~~an input terminal for inputting peculiar information about the customers such as birthday or the like of the customers;~~

~~a system for encoding the input customer information and transmitting the encoded information to a data server via a wired or/and wireless network line; and~~

~~a customer control system body for listing the retrieved image information and customer corresponding customer personal information are transmitted from said [[both]] server[[s]] via the wired [[or/and]] and/or wireless network line automatically to the input terminal as the identical peculiar information;~~


~~wherein, by taking a photograph of a specific customer again, said image data and said listed identical and peculiar customer information is output on the basis of the image data.~~


4. (Currently Amended) A customer information search system according to claim 1, wherein said input terminal ~~identical and peculiar customer information~~ is a fixed terminal in the store or the facility ~~such as a display of a mobile image communication terminal such as a high performance mobile phone or/and a display of a personal computer.~~
5. (Currently Amended) A customer information search system according to claim 1, wherein said image and said customer personal information in the server is accessible by a third party ~~customer control system body, the identical and peculiar information~~

 is ~~encoded so as to be able to provide the information to users~~ via the wired ~~[[or/and]]~~ and/or wireless network line or via the Internet.

6. (Currently Amended) A customer information control system according to claim 1, wherein said customer personal information includes ~~various~~ questionnaire information provided ~~[[from]]~~ by said customers in questionnaires ~~asked for the customers to fill in is also included in said customer information.~~

7-24. (Cancelled)

-  25. (New) A customer information search system according to claim 4, wherein said fixed terminal is a personal computer.
26. (New) A customer information search system according to claim 1, wherein said input terminal is a mobile terminal in the store or the facility.
27. (New) A customer information search system according to claim 26, wherein said mobile terminal is a mobile phone.
28. (New) A customer information search system according to claim 5, wherein said third party is a public organization of a company.
29. (New) A customer information search system according to claim 28, wherein said public organization is the police.
30. (New) A customer information search system according to claim 1, wherein said existing images are retrieved by the server via the wired and/or wireless network line or via the Internet.



31. (New) A customer information search system according to claim 1, wherein said existing images are retrieved from criminal reports.

32. (New) A customer information search system according to claim 1, wherein said image pick-up elements include one camera hidden at an entrance of the store or the facility, a camera embedded in a signing board or a register display.
